

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 572685 /	Alt Order # 09710609
Product NRSC 2012	
Contract Dates 10/17/12 - 10/23/12	Estimate #
Advertiser National Republican Senate Committee	Original Date / Revision 09/04/12 / 09/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast
Station WITI	Account Executive Trevor Heaton
Special Handling	
Demographic Adults 35+	
IDB# 8201	Advertiser Code 6087
Agency Ref	Advertiser Ref

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1 6	10/17/12	10/23/12	M-F 6a-630a	6a-630a			:30			NM	2 \$1,100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 2 6	10/17/12	10/23/12	M-F 630a-7a	630a-7a			:30			NM	3 \$1,650.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 3 6	10/17/12	10/23/12	M-F 7a-730a	7a-730a			:30			NM	3 \$1,950.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 4 6	10/17/12	10/23/12	M-F 730a-8a	730a-8a			:30			NM	2 \$1,300.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 5 6	10/17/12	10/23/12	M-F 8a-830a	8a-830a			:30			NM	3 \$1,650.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 6 6	10/17/12	10/23/12	M-F 830a-9a	830a-9a			:30			NM	2 \$1,100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 7 6	10/17/12	10/23/12	M-F 11a-1130a FOX 6	11a-1130a			:30			NM	2 \$630.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 8 6	10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p			:30			NM	3 \$945.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 9 6	10/17/12	10/23/12	M-F 1p-2p	1p-2p			:30			NM	5 \$750.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 10 6	10/17/12	10/23/12	M-F 3p-4p	3p-4p			:30			NM	5 \$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									
N 11 6	10/17/12	10/23/12	M-F 4p-430p	4p-430p			:30			NM	4 \$1,340.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/17/12	10/23/12	MTWTF--									

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Contract / Revision 572685 /	Alt Order # 09710609
Contract Dates 10/17/12 - 10/23/12	Product NRSC 2012
Advertiser National Republican Sen:	Original Date / Revision 09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 12 6		10/17/12	10/23/12	M-F 430p-5p	430p-5p		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					2	\$335.00			
N 13 6		10/17/12	10/23/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					5	\$435.00			
N 14 6		10/17/12	10/23/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					5	\$435.00			
N 15 6		10/17/12	10/23/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					5	\$500.00			
N 16 6		10/17/12	10/23/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					5	\$500.00			
N 17 6		10/17/12	10/23/12	M-F 9-930p	9p-930p		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					4	\$1,100.00			
N 18 6		10/17/12	10/23/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					3	\$1,000.00			
N 19 6		10/17/12	10/23/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/17/12	10/23/12	MTWTF--					5	\$225.00			
N 20 6		10/20/12	10/20/12	Sa 7a-9a	7a-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$450.00			
N 21 6		10/20/12	10/20/12	College Football on	various		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$2,000.00			
N 22 6		10/20/12	10/20/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$1,000.00			
N 23 6		10/21/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$450.00			
N 24 6		10/21/12	10/21/12	FOX News Sunday	9a-10a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$250.00			
N 25 6		10/21/12	10/21/12	GB Packers Football	various		:30			NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$20,000.00			
N 26 6		10/21/12	10/21/12	NFL on FOX 3p	3p-CC		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$4,000.00			
N 27 6		10/21/12	10/21/12	Fox 6 Post Game Show	various		:30			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$2,750.00			
N 28 6		10/21/12	10/21/12	Su 5p News	5-6p		:30			NM	1	\$600.00

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Advertiser		Original Date / Revision
National Republican Sen:		09/04/12 / 09/04/12

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										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
		Week: 10/15/12	10/21/12	-----S				1	\$600.00		
N 29 6		10/21/12	10/21/12	Su 10p-1035p				10p-1035p		:30	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S				1	\$1,400.00		
Totals										78	\$64,860.00
Time Period				# of Spots	Gross Amount	Net Amount					
10/01/12 - 10/23/12				78	\$64,860.00	\$55,131.00					
Totals				78	\$64,860.00	\$55,131.00					

Signature: _____ Date: _____

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